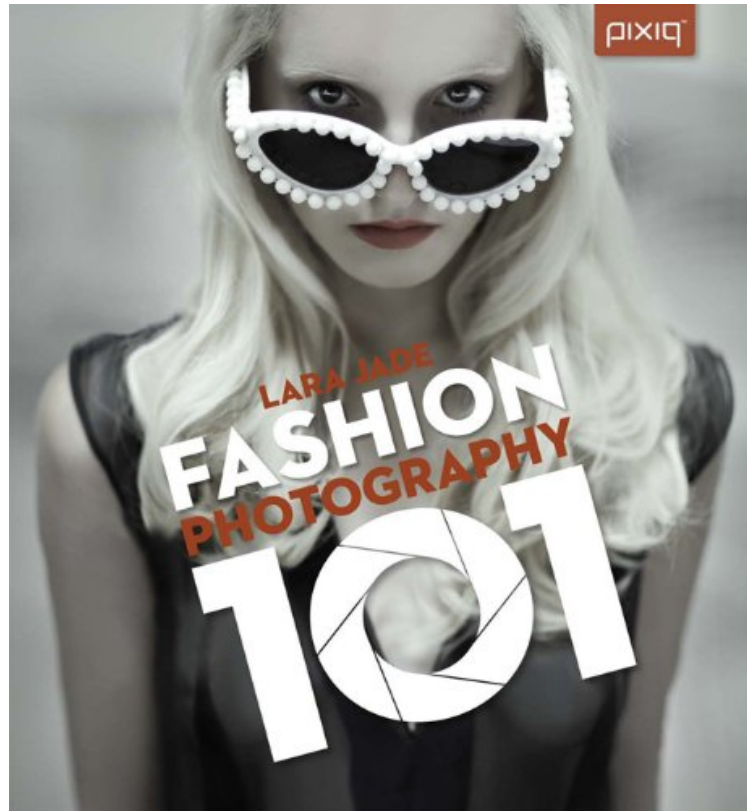


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Fashion Photography 101

Lara Jade

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Lara Jade : Fashion Photography 101 before purchasing it in order to gage whether or not it would be worth my time, and all praised Fashion Photography 101:

7 of 7 people found the following review helpful. Good for those in the beginningBy A. GotzmerAlthough I'm an establish fashion photographer I couldn't resist picking up Lara Jade's book. Its very insightful for those who are looking to come into fashion photographer. I especially appreciate her dedication in showing the reader behind-the-scenes photos of her editorials and show casing just how much retouching can help or hinder your photography. She also lists her team for each shoot she discusses--something not many other photography books discuss. However, the book lacks any concrete insight into any one particular topic. Even her "lighting" demos are rather basic and not for those really wanting to see those demos move into "real world application".Overall, a good book for beginners!2 of 2 people found the following review helpful. Good - but could have been so much betterBy James ClarkLaura Jade is an amazing photographer and whilst this book is good overview of all the basics, it covers areas that many other books leave out. However, it is less good in few areas. 1. The photos are small. 2. There is very little about her creative process or personal option. and 3. It tries to cover too many areas - there is a pointless section on photoshop and lightroom, space in the book could have been used for larger photos and more depth on other subjects.1 of 1 people found the following review helpful. LOVED ITBy LexiLara Jade truly wrote a fantastic book on fashion photography. She goes through all the beginning steps to really get you and your work out there. She discusses the correct

equipment, casting your model and creative team, different lighting scenarios, finding your studio, how to work with clients, organizing files, retouching photographs, and marketing you and your brand. She also provides practice scenarios for the reader to go and photograph. Her book is filled with tips and photographs to help demonstrate her ideas. I loved reading it from start to finish and it definitely educated me. It's called "Fashion Photography 101" for a reason. It's the basics to get started. I recommend this book to anyone interested in getting started in the fashion photography field. It was an amazing read!

From award-winning photographer Lara Jade comes this hip how-to guide geared to the aspiring fashion shooter. Lara shares her experience of fashion photography in the digital age, including dedicated sections on retouching, genres of fashion photography, and making the best use of social media. Whether you're taking your first-ever shot, working with a professional model for the first time, or pitching to new clients, here is everything you need to produce moody, magical images that leap from the page straight into the viewer's imagination.

About the Author Lara Jade started her career when she was just 17, and now she shoots fashion for magazines including Elle, Lush, Masquerade, and many more, and has a wide range of high-end clients. Her photography has been featured in Digital SLR magazine, and she's earned sponsorships from many big names in the photography industry, including Canon, Bowens, Lensbaby, and Wacom.